SETHU

UI/UX Designer

  sethu-395755@gulfjobseeker.com

**EXPERIENCE**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **User Experience Designer - Wipro Ltd**

 Bangalore, INDIA. May 2013 - July 2019

*Develop the Visual Interface Design through personas, storyboards, scenarios, mood boards, iconography, and illustrations.*

*Research and analyze user behavior using qualitative methods, and a subset of quantitative methods, to inform design. Build prototypes to assist in user research, using low- to high-fidelity techniques.*

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**Visual Des**i**gner- One Mind Group**

 Chennai, India.  August 2012 - April 2013

*A visual and verbal storyteller, delivering insights about people and behavior in a way that generates empathy, emotion, and engagement from the client and design team.*

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**Graphic Designer- Redpack Brand Design**

 Bangalore, India.  July 2008 - June 2010

*Participate as a contributor to an interdisciplinary team that includes other designers, program management, business and brand strategists, and hardware and software developers to create high-quality packaging designs and branding for consumer goods.*

**TECH STACK**

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**Photoshop** **Illustrator** **InVision** **Axure RP** **Sketch**



**Adobe XD** **HTML5** **CSS3** **InDesign** **Dreamweaver**

**SKILLS**

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**• User Research** **•** **Usability Testing**

**• Information Architecture** **•** **Design Thinking**

* **Wireframing & Prototyping**

**LIFE PHILOSOPHY**



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*“Bring a vision make an impact, I rely on empathy, nurture collaboration and stay transparent”*.

**EDUCATION**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Diploma in Graphic Design**

 TAFE Queensland ( GoldCoast, Australia) July 2010 - July 2012



**MOST PROUD OF**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Working with stakeholders**

Work closely with development teams to ensure that design specifications are implemented.

**Attention to detail**

Passionate and enthusiastic about excellence and attention to detail.

**Taking challenges**

Professional, flexible, and able to succeed in a rapidly changing environment.

**PASSIONS**

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 **Movies**  **Running**

 **Travel**  **Healthy Living**